Picture it in *Natural* color

with Ansco Color Film

for Still Cameras

120 and 620 Rolls, 35mm Magazines and Sheets

Here's color!

as your eye sees it in nature!

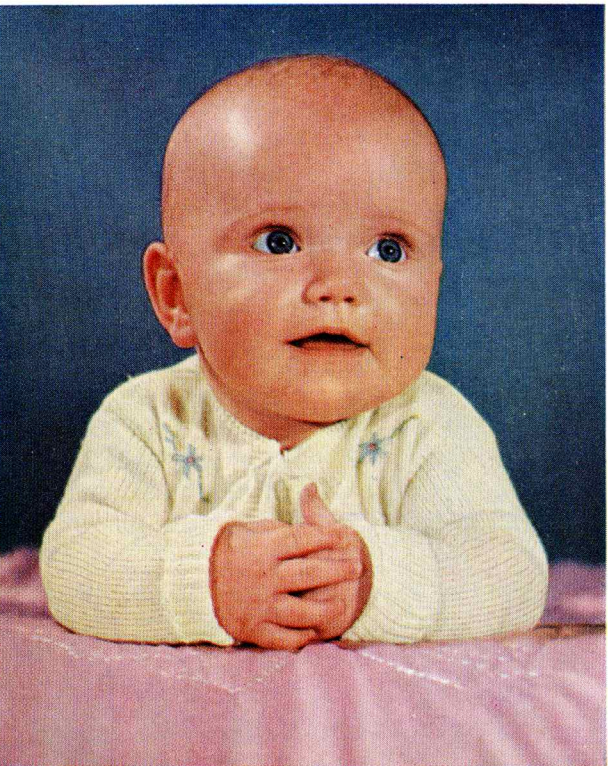
Load your camera with ANSCO Color Film—follow the simple exposure directions—and experience the thrill of capturing natural, true-color film transparencies of every subject that comes before your camera lens.

ANSCO Color Film records colors true-to-life—the brilliant greens of grass and trees; the cool blues of sky and water; the bright, saturated reds and yellows of spring flowers and fall foliage. And in your snapshots of people, you'll see soft, delicate, pastel-like flesh tones, thanks to the high color fidelity of ANSCO Color Film.

Here's News for "35" Owners . . . Now, for the first time, you can get genuine 35mm ANSCO Color Film in factory packaged bulk loads. Each package contains five 20-exposure loads, notched and numbered. See back page for prices.

Take true-color transparencies i

Your dealer carries two types of Ansco Colo
for pictures outdoors in sunlight, the other
snapshots with flood or flash lighting.



ndoors or out!

r Film: one
for indoor

DAYLIGHT TYPE

Use Ansco Color Film, **Daylight Type,** for natural-color pictures of all outdoor subjects in bright sunlight. Follow the simple directions packed with each roll and you'll get transparencies of outstanding beauty and brilliance.

Use Ansco Color Film, **Tungsten Type,** for full-color snapshots indoors with 3200 K floods or clear flashlamps. You'll find easy-to-follow lighting diagrams with every roll of Ansco Color Film.

TUNGSTEN TYPE

Full-color prints, too!

If you have your own darkroom, you can make your own full-color prints—on the unique, easy-to-use Ansco Color Printon. Or your local dealer can have prints made for you—real full-color photographs, in sizes for pocket, desk, album or wall display. Ask your dealer for prices and details.